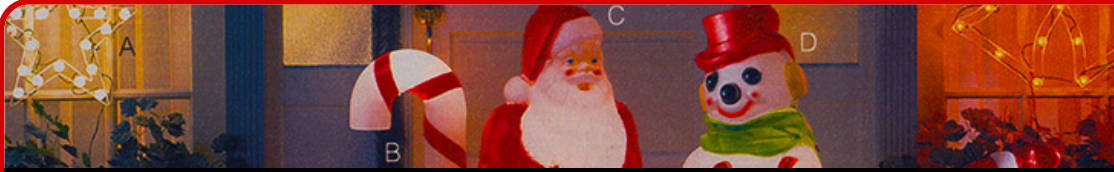


HOME ABOUT ARCHIVES CONTACT TWITTER FACEBOOK PODCAST



PREVIOUS POST MAIN PAGE NEXT POST

Toys from the 1991 JCPenney Catalog!



786

Ahhh, can you feel it? That crisp morning chill! Those extra thick retail catalogs! This divisive election that threatens to split the world in half like a coconut! Yes indeed, CHRISTMAS is in the air!

Blog Archives

Select Month

Categories

Select Category



Dinosa...
18K likes

Like Page

Dinosaur Dracula
119 videos



YouTube

Subscribe 6K

Tweets by @DinosaurDracula



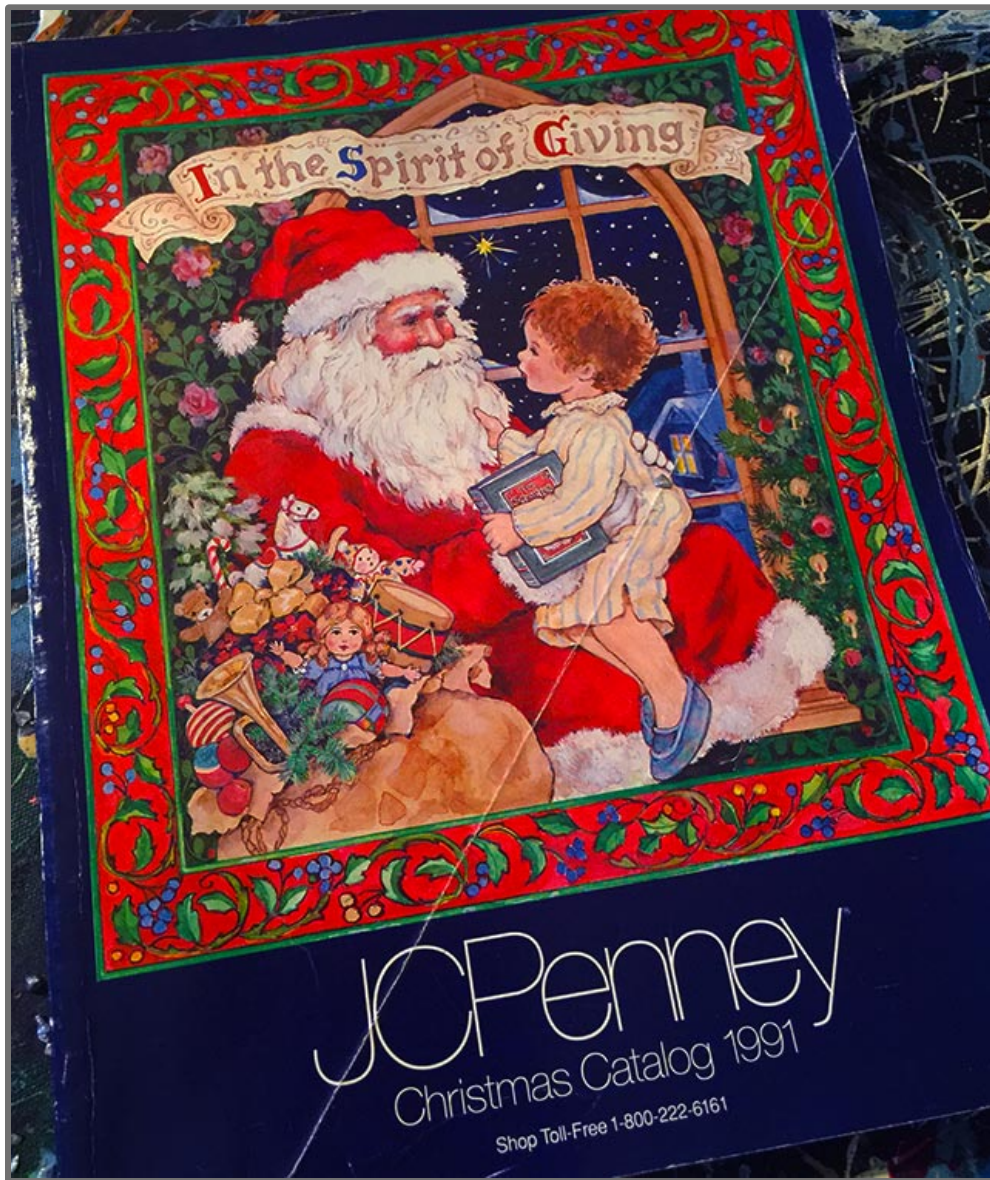
Dinosaur Drac...
@DinosaurDra...

best possible sign



53m

Embed View on Twitter



Okay, maybe it's *a little* early, but I'll tell you this: As a kid, it was *always* at this point in November that I started to work on my Christmas wish lists.

That was the era of the Sears Wish Book and similarly giant catalogs. Hundreds of pages filled with toys and video games and unsightly sweatpants, all ripe for the wanting. Some of my fondest holiday memories involve me sprawled out on the living room floor, mapping out my wish list on a legal pad.

I had nice Christmases, but in practice, my wish lists were largely ignored. If I had to assign the problem a crux, it was the fact that I always gave Mom my list no later than November 10th. She was more the type to shop on December 20th, and *definitely* not the type to hold onto a list of toys for over a month.

Still, I doubt that receiving my exact wants would've been nearly as fun as simply *picking them out*. Paging through those catalogs and dreaming about plastic garbage was the kid version of imagining the aftermath of a lottery win. You don't *really* believe it's gonna happen, but the sweet dreams are worth whatever investment.

Below: Seven toys plucked from the **1991 JCPenney Christmas catalog**, which for all intents was the fraternal twin of the Sears Wish Book. (Same shit, different composition.)



TMNT Technodrome Playset!

(\$49.99)

Every time I look at the Technodrome, I bleed. Despite being a major *TMNT* nut at the time, I never got my hands on this playset. How could I let such an obviously great time slip through my fingers?

Judging by the “open” view in that photo, I see that it isn’t nearly as spacious or intricate as the me-of-the-’90s imagined. On the other hand, I knew the trick with these action figure playsets. If you filled them with figures from different, smaller lines, they *all* turned into plastic paradises. I don’t know exactly how many *TMNT* figures fit inside the Technodrome, but I bet that bitch coulda held at least *fifty* G.I. Joes.

(I was a playset junkie, by the way. Without playsets, I wouldn’t have had any idea what to do with my action figures. I wasn’t so imaginative with “wars on the battlefield” or other such dramas, but I sure knew how to make four inch monsters fight over “who got the house.”)



Nintendo Comic Books Set!

(\$15.00)

Yes, there actually were Nintendo comic books. If I'm remembering the story right, they were some of the very first comics published by Valiant.

The **Nintendo Comics System** series starred the likes of Mario, Link and Captain N, with stories were tonally similar to what we saw in their respective cartoons.

I'd have to call them "comic books" in quotes, as they were really more like *storybooks*, with thicker covers and higher prices. Around here, only one shop ever had the comics in stock, but they were impressive enough to warrant special trips.

You'd never find them in fifty cent longboxes today, but they're affordable enough for serious collectors. (And that's a far cry from years ago, when many of these comics had been assigned hideously overblown values, I guess due to their status as Valiant antiques?)

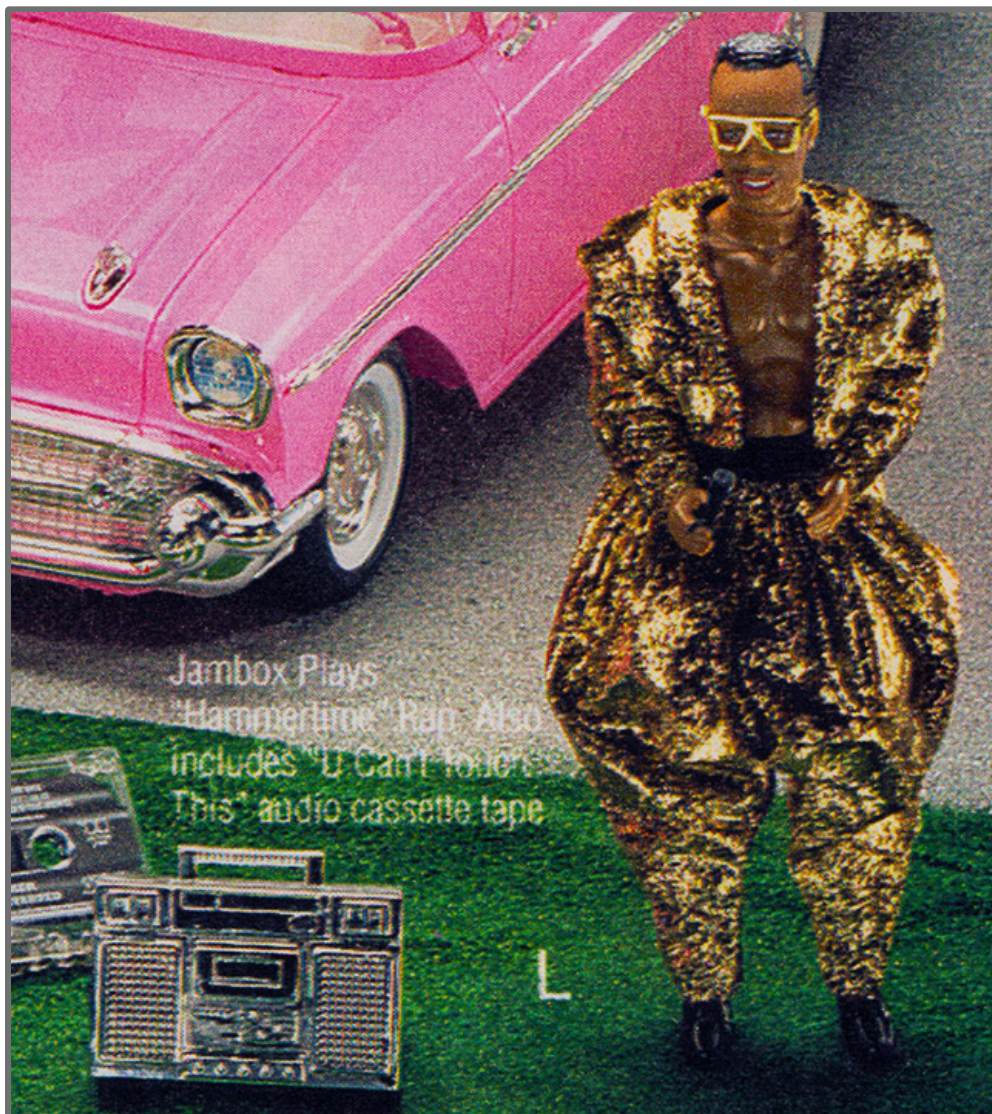


WWF Table & Chairs!

(\$34.99)

I was too old for this set even by 1991, which is ironic considering how fast I'd buy a plastic Ultimate Warrior chair if I found one at a yard sale *today*. Why couldn't someone teach me about kitsch back when it mattered?

The chairs look wildly uncomfortable, forcing the sort of posture that only works when you're drawing stickmen at dining room tables. On the other hand, a more agreeable chair would never have a top rail shaped like Hulk Hogan's head.



M.C. Hammer Doll!

(\$24.99)

Aw, this is precious. Back during M.C. Hammer's heyday, he scored a doll from Mattel. I always assumed it to be mostly meant for boys, but at least in this one catalog, M.C. Hammer was doomed to the "Barbie pages," where most boys would never dare flip to.

It wasn't just happenstance, either, because they photographed Hammer right alongside Barbie dolls. If you didn't know better, you'd assume that **Barbie's pink Chevy** was actually his!

I guess I shouldn't be too surprised that a Barbie-scale doll based on a teen heartthrob was *at least* meant as much for girls as for boys. Now all I can think about is the crossover potential. Just you try to compete with that, Ken.

A to BB MILLIONS OF NINTENDO® DEVOTEES ARE ENJOYING THE ARCADE ACTION OF NINTENDO GAME PACKS. Choose from a wide selection of game packs with unbelievable, high-quality graphics to challenge and captivate you for hours and hours. Each pack includes storage package and instructions for play. Imported from Japan. Warranted by manufacturer—write for copy, see page 348. (0.40 lbs.)

Nintendo electronic game systems sold on page 431.

© 1991 Children's Television Workshop. Sesame Street Characters © 1991 Jim Henson Productions, Inc. Sesame Street and the Sesame Street sign are trademarks and service marks of the Children's Television Workshop.



B SUPER MARIO BROTHERS 2®. Mario and the entire gang pursue an adventure in the land of dreams.
XU 676-3726 A 39.99

C TEENAGE MUTANT NINJA TURTLES®. Team up with these terrific dudes and knock heads with the nasty Ninjitsu warriors. Cowabunga!
XU 676-3197 A 39.99

E PRICED DOWN \$5. DRACULA'S CURSE (CASTLEVANIA III). Help mighty Trevor (Simon's Forefather) battle his way to Count Dracula. From our Christmas '90 catalog, page 452.
XU 676-3254 A Was \$44.99; Sale 39.99

F STAR TROPICS. Travel the islands of the South Pacific. Talk to the natives and get clues and secrets to save your kidnapped uncle.
XU 676-3635 A 42.99

H BATTLETOADS. Twelve levels where Rash and Zitz adventure to secure release of Pimple and the Princess.
XU 676-3668 A 49.99

I ROLLERBALL. Two big games in one—SKYSCRAPER for pinball buffs, and MATCHPLAY for one-on-one competition.
XU 676-4039 A 39.99

Nintendo Game Packs!
(\$39.99 and up)

This is just a small sampling of the catalog's Nintendo games, which spanned for several pages. I cannot overstate the importance of these spreads, which come from a time when even getting *a list* of available Nintendo games wasn't easy.

Though most of these games had dedicated TV commercials, it's not like you could've just pulled them up on YouTube. These individual screenshots were often our only things to go on, and kids really *did* sometimes pick new games based on them and them alone.

Given that the Super Nintendo was already out by the winter of '91 (and featured in this catalog), this page sort of commemorates the original NES's last stand.



Swamp Trap Playset!

(\$14.99)

Is it just me, or was this clearly inspired by Kenner's much older *Star Wars* **Dagobah playset**? The inspiration seems so obvious that I'm surprised Kenner didn't just reuse the original mold and spray-paint everything green.

(That hardly would've been out of bounds for Kenner, by the way. Another of their top items in 1991 was the *Robin Hood* **Sherwood Forest playset**, which didn't just *look* like the old Ewok Village, but actually *WAS* the old Ewok Village.)

IMO, the *Swamp Thing* toy line doesn't get nearly enough love from today's collectors, and I'm counting myself as part of that problem. Why haven't I picked up a Swamp Trap playset? It has Audrey II, mossy quicksand *and* a bunch of fish tank flora! All of the things that I'm super into!



TMNT Play Tent!

(\$24.99)

It still kills me that I never had one of these, or at least one of the "bed tent" versions. A pop-up clubhouse would've ruled my world, as evidenced by how often I tried to create facsimiles out of couch cushions and ratty blankets. It was never the same.

I was far from alone in that passion. When you were a kid, privacy came at a premium. Your own bedroom was hardly off-limits, but people with prying eyes were far less likely to squeeze themselves into nylon tents that barely fit *you* inside. I see that Ninja Turtles tent, and imagine a world filled with pilfered cookies and Dad's old Playboys.

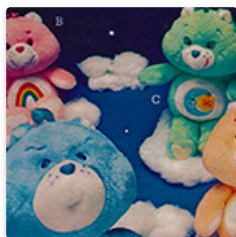
Liked this article? More ancient catalog reviews are on the way! In the meantime, here are some prior editions from Dino Drac's past holiday celebrations!

[1983 Consumers Catalog](#) | [1985 JCPenney Catalog](#) | [1990 JCPenney Catalog](#)

786

Posted by **Matt** on 11/07/16

More on Dino Drac...

Toys from the 1994
JCPenney Catalog!Toys from the 1990
JCPenney Catalog!Toys from the 1984
Consumers Catalog!Toys from the 1983
Consumers Catalog!The 1983 Montgomery
Ward Xmas Catalog!The 1985 JCPenney
Christmas Catalog.

149 Comments

Dinosaur Dracula

matsuiny2004 ▾

Recommend 1

Share

Sort by Newest ▾



Join the discussion...

**firstname lastname** • a month ago

I had like half those NES games. Maybe I should call and ask if they have Battletoads.

^ | ▾ • Reply • Share ›

**Surfer Sandman** • a year ago

I might have had that TMNT tent. I'm not 100% positive. I know that I had one with some kind of design. Tried sleeping in it and it was cramped.

^ | ▾ • Reply • Share ›



CodeOuch • a year ago

For Christmas last year I got that swamp thing playset in an unopened box... I couldn't help but break the seal and set that play set free! Now it has a glow in the dark Swamp thing standing on top with Dead eye Duck from Buckeye O; Hare, as Dick Tracy is being eaten by the giant venus fly trap! Oh... and the Bull Alien is hanging out front for some reason...

^ | v • Reply • Share ›



BrotherVoodoo • a year ago

I saved up a lot of money for that Techno Drome. I was only 6 or 7 so it was a pretty good chunk of allowance but I was immensely proud to have it. It was basically the 6 year old version of having a sweet car.

I still have the Techno Drome. At one point I was thinking of trying to put a computer in it. But so far still haven't used it to its full capacity.

It was as awesome as it looked though. The best parts was that it could open up on both sides, had its own jail cell and you could even attack other characters with the bowling ball esque eye on top.

^ | v • Reply • Share ›



ShishkaBerry • a year ago

Is it weird that I see you posting about Christmas and immediately think of your cheese ball obsession? 🤔

^ | v • Reply • Share ›



Zycrow • a year ago

I enjoy their claim of NES games being "imported from Japan."

I didn't own a vintage Technodrome until the mid-90s, when we found an incomplete and photodegraded one at a flea market. Missing the most important part (the eye, of course), but was still pretty fun. I feel like I had the opposite experience that you did with playsets, though - they never felt quite big enough or immersive enough to feel like play environments. Nowadays I enjoy them a lot more as photo backgrounds.

PS, have you seen the Mega Bloks Technodrome? Maybe one of the most impressive playsets I've ever seen, with a price tag to match. It's based on the old TMNT cartoon and it's really the first time any toy company has captured that environment in toy form.

^ | v • Reply • Share ›



AdamX • a year ago

I would've loved a turtles ten growing up.

The WWF chairs too probably since I grew up neck and neck huge fans of both wrassling and mutated rad turtle teens.

^ | v • Reply • Share ›



firstname lastname ➔ AdamX • a month ago

How can Hogan and Warrior both have the same belt??? Madness!

^ | v • Reply • Share ›



dwrite fry • a year ago

You know those 'i completely forgot about this until now but now I can remember it so clearly' moments? I just had one, the WWF table & chairs, I had the Teenage Mutant Ninja Turtles version, it had the exact table with the exact same sticker positions but had chars haped like Don and Mikey instead of Warrior and Hogan. I used to use it when kids from school came over and at my birthday parties, I even used it one christmas! I thank you for these memories. Google however is being completely useless and won't show me an example of it, so if anyone has a picture, link me up please :)

^ | v • Reply • Share ›



Christian • a year ago

Wow I can't believe the Technodrome was that much back then, I think I paid the same amount for it a few years back on ebay. I had to have it in my collection, it's not really to scale, but there is some little gimmick in every corner of this playset.

I have no idea why, but I wanted to MC Hammer doll so bad for one Christmas and never got it. The only thing I can think of is that my dad was probably at the toy store reached out to grab it, and noticed it was a doll similar to Barbie, and just refused to get it for his son. That probably didn't happen because my dad always wanted to make me happy, but it makes for a good story, lol

www.youtube.com/user/elkfilmz.

^ | v • Reply • Share ›



Jumpin Joe • a year ago

When I was young, the JC Penny Christmas Catalog was like the Pre-Game of the Christmas season. Going through the catalog, jotting down all the toys you wanted to ask Santa for, and getting maybe half of them on Christmas Day. I remember this particular catalog also. I was about 10 when this came out and sort of at the tail end of believing in Santa (I was fully convinced at this point but never had the confirmation). Thank you for putting this up and giving me a something to smile about today.

1 ^ | v • Reply • Share ›



mimitchi333 • a year ago

I was too young to remember these catalogs, but when I was younger, I would get so excited when Toys R Us and Target toy catalogs came in the mail, and tried to see if I could find My Little Pony, Littlest Pet Shop or Baby Alive things. I still love these catalogs today-it was the only way I was able to cheer up the day my favorite comedian, Kevin Meaney, died of a heart attack.

Christmas for me as a kid was very exciting! I loved listening to Christmas music, and would get excited when my favorite songs would come on. I decorated the Christmas tree with my family and made paper ornaments of my favorite things, such as Neopets, Peep and the Big Wide World, Tamagotchi, Mermaid Melody, Pretty Cure, Pokemon and Magical DoReMi. The funniest handmade ornament we had as a kid was one that my older brother made that had Bill Cosby on it, and it said "Praise the lord, kiddies! Merry Christmas". I don't know how old I was when I made it, but I must have been young. I also used to get My Little Pony Ponyville or Littlest Pet Shop advent calendars, and loved playing with whatever toy I got that day. I still have a Pinkie Pie from one of those. On Christmas Eve, we would get a small present from a Santa that visited our house after we sang Christmas carols, which was usually a Tamagotchi (I got my first one this way). On Christmas Day, we would go to my cousin's house and do grab bag presents.

[see more](#)

^ | v • Reply • Share ›



Eric Bellavance • a year ago

Its not too early at all. I have most of my holiday shopping done already. They decided to ship my gf's Kitchen Aid Artisan Stand Mixer in a box that labeled exactly what it was in HUGE LETTERS on the box. They then left said box directly in the entryway to our home so there was no way my GF who gets home before me could miss it. Now she gets the most expensive gift I bought her extremely early and I have an excuse to put the tree up since someone already has a gift.

^ | v • Reply • Share ›



Astor Reinhardt • a year ago

I've sort of heard of those Nintendo comics...but hardly anyone mentions them...even diehard Nintendo collectors who collect EVERYTHING. Odd...I'll have to look into them more...I've never actually read any of them...just the little comics you'd sometimes get in Nintendo Powers.

^ | v • Reply • Share ›



circe154 • a year ago

My cousin had that Barbie car in blue and I seriously wanted it, but my parents couldn't find one in the store. The trunk opened. That was enough to make little me go nuts over it.

^ | v • Reply • Share ›



Whalley Range • a year ago

The thing I love about that TMNT Play Tent photo is the fact that the kid's football helmet and soccer ball and trophy are on his shelf collecting dust as he immerses himself in comic characters. I'm glad he learned what was important in life from an early age.

2 ^ | v • Reply • Share ›



ReinEngel • a year ago

I was the exact same way when it came to the battlefield/house issue you mentioned. As I grew older though I became obsessed with scaled battles (like Ug in that capture the flag episode of Salute Your Shorts) and started creating sand tables for my younger cousins. I took that old Fisher Price tournament table, lined it with heavy plastic, dumped dirt inside and spent three weeks adding elements like trees (branches and twigs), a river with embankment (small pebbles and sand) and massive, twenty-pound rocks for mountains. As I got older and made more (for myself), the details became more and more intricate. I once spent an entire day making mock asphalt with actual concrete for a small road.

I took the idea of "playset" really, REALLY far.

1 ^ | v • Reply • Share ›



Cardboard Groundhog → ReinEngel • a year ago

I was pretty much the opposite - all I wanted was an excuse to have my interpretations of the characters yap at each other. Anything else required could be, quite satisfactorily by my low standard, made out of cardboard or Lego. Optimus Prime and Perceptor (whose superior intellect had seen him elected leader of my Autobots pretty much as soon as I got the toy) had many protracted debates on strategy in front of The Brown Sheet and atop The NES Box. Wow, no wonder I didn't have any friends.

^ | v • Reply • Share ›



Brew Berry → ReinEngel • a year ago

Your story has me picturing Richard Dreyfus in Close Encounters digging up his yard and filling his living room with that huge model of the Devil's Tower. That looked like the most awesome weekend project ever when I was a kid.

2 ^ | v • Reply • Share ›



kb • a year ago

Merry Christmas indeed! I was trying to explain Christmas catalogs to my son the other day and the pain you had to go through to order things by phone. He had never thought about how mail order worked prior to the internet, it blew him away a little.

1 ^ | v • Reply • Share ›



SHAEGGY • a year ago

That Swamp Thing playset...wow. I've never seen it before but I, too, immediately began inspecting it closer to see if it was a repainted Star Wars Yoda hut. The best thing about this catalog picture? It helped identify for me the purple spider accessory that I'd picked up somewhere in the past couple of years...I'd improperly assumed that it was likely from the Extreme Ghostbusters line and placed it among the Real Ghostbusters toys in my kids' room. Knowing is half the battle (to mix '80s toy lines) but I still think this purple spider piece looks great perched atop Ray's head outside the firehouse playset.

^ | v • Reply • Share ›



Justin Passick • a year ago



Much as I tired as a kid, I never got my hands on playsets. Granted that meant I had all the room for figures but I always envied playset kids.

Also asked for a small tent on multiple Christmas lists. We had a couple of bed tents but I have zero clue what happened to them. There's memories of using them and having shitloads of fun and then nothing, they simply vanished.

Those video game spreads were amazing to behold. I think my favorite were during the mid-nineties during the rush of new consoles. Hard to think about it now but as a kid at the time you had to wonder if this Playstation thing was gonna last.

^ | v • Reply • Share ›



Cardboard Groundhog ➔ Justin Passick • a year ago

We had a nice backyard tent once...until the old guy my folks hired to cut the lawns mowed it with a lawn tractor. My parents were justifiably a little concerned about the possible outcome had it been occupied at the time, and my dad did the mowing himself for the next two decades.

1 ^ | v • Reply • Share ›



SHAEGGY ➔ Justin Passick • a year ago

Exactly. Back in the day, I figured that there was no way those new PlayStation or Xbox consoles would last so I stayed true to the known Sega and Nintendo families... memories of failed systems like Turbographx 16 and Jaguar left me too gun-shy to embrace those new consoles until late in the PS2's and Xbox 360's lives.

^ | v • Reply • Share ›



LBD "Nytetrayn" ➔ SHAEGGY • a year ago

Hadn't SEGA given up the ship by the time Xbox came out, though? They were even in talks of making the Xbox Dreamcast-compatible, following the use of Windows in the latter.

^ | v • Reply • Share ›



SHAEGGY ➔ LBD "Nytetrayn" • a year ago

Yes, Sega discontinued manufacturing the Dreamcast in spring 2001 and the Xbox would launch later that year. I stayed with Nintendo at that point opting to continue playing my N64 and older Nintendo and Sega consoles. Once the PS2 had been out a few years, my wife bought me one for Christmas.

1 ^ | v • Reply • Share ›



starwenn ➔ SHAEGGY • a year ago

We only became a mixed PlayStation/Nintendo family because my sister and brother were addicted to "Final Fantasy," and they moved to PlayStation. My nephews are now big "XBox" fans.

^ | v • Reply • Share ›



starwenn • a year ago

Barbie and the Nintendo games are the big ones for me here. We didn't have these specific dolls (the light-up jewels made them a tad pricey), but we probably had every other Barbie on the market at that point. My sister and I were getting a little old for them by then...but our youngest sister wasn't. She was a big Disney Princess fan, too - had all of the princesses and their princes or escorts up to "Pocahontas."

We didn't own any of those Nintendo games, but we did rent the hell out of "Super Mario 2," "Teenage Mutant Ninja Turtles," and "Dracula's Castle." To be honest, by 1991, we probably would have had our first Super Nintendo, which I think we really got more into anyway. That was the first system we actually bought games we really loved for.

I vaguely remember the Technidrome playset, but despite our fondness for the franchise, we wouldn't have any Turtles toys until our cousin gave his collection to my brother about

we wouldn't have any. Turtles toys until our cousin gave his collection to my brother about three or four years later. The Sewer playset was among the things he gave us, but not the Technidrome.

But I think my favorite thing here is the Swamp Trap playset. I knew about the Swamp Thing toys, but I can't really recall having seen them. Too bad. This is pretty nifty.

1 ^ | v • Reply • Share ›



Cardboard Groundhog → starwenn • a year ago

"We didn't own any of those Nintendo games, but we did rent the hell out of "Super Mario 2," "Teenage Mutant Ninja Turtles," and "Dracula's Castle."

Here's to you, regular rentals. I forgot all about these loyal friends - the games you don't QUITE own but they're always there for you when all the new releases are rented. Most of the miles on Muskoka Movies' copies of Super Dodge Ball and Crystalis were mine - Crystalis was unpopular enough there I could even trust that my saves would be intact.

1 ^ | v • Reply • Share ›



LBD "Nytetrayn" → Cardboard Groundhog • a year ago

As big a Mega Man fan as I am, I only ever rented the games until Mega Man X came out on the Super NES, since I beat them so quickly. I never imagined at the time I wouldn't be able to keep doing so later.

^ | v • Reply • Share ›



jjwspider → Cardboard Groundhog • a year ago

Crystalis was a forgotten gem from the NES system. It took me forever to finally beat that one, but it was totally worth it.

1 ^ | v • Reply • Share ›



Cardboard Groundhog → jjwspider • a year ago

SNK: We just killed you in the cheapest possible fashion, and you've already started *another* try. We hurt you, but we OWN you.

This is a philosophy they'd develop much further in their fighting games.

2 ^ | v • Reply • Share ›



M. Oleman • a year ago

I want the Swamp Trap Playset. Tonight, right now to play with.

^ | v • Reply • Share ›



Teddy Ray • a year ago

I remember poring through the pages of these catalogs when I was a kid to make my list. I think my mom really just took my list and bought the stuff from Walmart or somewhere instead of ordering it from the catalog, but I could be wrong. The one thing that I can think of that I know I got from the catalog was one of those assortments of Marvel comic books they used to sell. I still make my mom a list every year for my birthday (November 25th) and Christmas. She usually starts hounding me for it around August, haha. Seriously. She likes to plan ahead.

I had loads of TMNT figures, but I never had any of the playsets. I'm not even sure I knew they did a Technodrome playset. Maybe I had moved on from toys at that point? I'm not sure.

I never read any of those Nintendo comic books. I wasn't a big fan of the cartoons (except for Captain N...I LOVED Captain N), so maybe that's why I never gave them a chance.

That kid looks like he's about to bash that Ultimate Warrior chair with a folding chair of his own that it just out of frame.

I had every NES game from that picture except for Star Tropics and Rollerball. I don't think my parents ever ordered any games from those catalogs, though. Weren't the games more expensive in the catalogs than in the stores? I'm pretty sure most of my games came from Walmart. That picture also features two of the hardest NES games ever: the TMNT game and Battletoads.

I didn't have the Swamp Trap (or any Swamp Thing figures) or the Dagobah playset, but judging from that video, they're very similar.

^ | v • Reply • Share ›



LBD "Nytetrayn" → Teddy Ray • a year ago

The Captain N books were really good. They didn't have the rights to use the full N-Team from the show, so some changes were made (Samus basically subbed for Simon and Mega Man), and they had just a little bit more of an edge to them. Not to the point I'd call them "edgy" or "trying hard," but just enough to appreciate.

If you're not willing to track down actual copies, I think there's a Captain N fan site or two that has the stories scanned.

1 ^ | v • Reply • Share ›



Teddy Ray → LBD "Nytetrayn" • a year ago

Thanks, I might have to check them out!

1 ^ | v • Reply • Share ›



Cardboard Groundhog → Teddy Ray • a year ago

"I remember poring through the pages of these catalogs when I was a kid to make my list. I think my mom really just took my list and bought the stuff from Walmart or somewhere instead of ordering it from the catalog, but I could be wrong. "

It's 4 PM on Sunday at Grandma's. There's nothing on TV except business and church. But it's the end of November and you have The Sears Wishbook. Even then we all knew those lists were more obviously fictional than the most hopeful Amazon wishlist, but if you could get a good imagine rolling a virtual toy shopping spree (plus a few of those Gifts for \$5, Gifts for \$10 items from the front, because who doesn't want chocolate their-initials or a travel alarm clock?) certainly passed the hour and a half until dinner.

1 ^ | v • Reply • Share ›



Tracy • a year ago

I sooo remember getting these hefty, plastic wrapped catalog's of fun in the mail! I had the Barbie '57 Chevy that is pictured.

I love JCPenny's strategic marketing on the cover of the catalog with the little boy sitting on Santa's lap. In my opinion, I feel that the cover is implying that the little boy didn't need to write out a list of what he wanted for Christmas because he brought his JCPenny catalog with him instead and Santa better take a look at if he doesn't want to get his beard pulled by the little boy (because that boy is ready). I bet that boy got everything he wanted from that catalog.

1 ^ | v • Reply • Share ›



Tremere98 • a year ago

Wow, the Valiant Nintendo books. I had a few of the non-trade "standard" comics back in the day, thanks to the local Thrift Drug. Also had a few of the heavier covered reprints. Those were some cool books looking back with rose colored glasses.

I never had nor knew anyone who had the Technodrome... at least not that one. I had a pretty badass one I made from cardboard though. Almost every action figure gun I had was taped or crammed into the thing. Good times, that.

^ | v • Reply • Share ›



LBD "Nytetrayn" → Tremere98 • a year ago



I find some of the stories hold up amazingly well, provided you bear in mind the context of the time. =)

^ | v • Reply • Share ›



Tremere98 → LBD "Nytetrayn" • a year ago

Oh agreed! The art is a bit touch and go though, and I remember being a pretty huge fan of it as a kid. Some of it they really nailed... other panels much less so.

^ | v • Reply • Share ›



Jeff • a year ago

I'm not embarrassed to admit that I bought the Technodrome at the young age of 13. I just couldn't give up toys so I bought them secretly, praying that someone from my school would not catch me purchasing them. I told myself if I was ever caught I would just say I was buying a present for my brother. (I don't have a brother)

1 ^ | v • Reply • Share ›



M. Oleman → Jeff • a year ago

Ha ha. That's great. Also a good reason to have a little brother. Or now as an adult to have children. Or just pretend you do.

^ | v • Reply • Share ›



LBD "Nytetrayn" → M. Oleman • a year ago

Nieces and nephews are good for it, too, if you don't have your own.

^ | v • Reply • Share ›



Deb Wilson • a year ago

The Nintendo comics train never really stopped rolling. It's just a Japanese bullet train now. I just bought the "Legendary Edition" of Akira Himekawa's Ocarina of Time manga at Barnes and Noble. All of the Himekawa books are being rereleased in these new editions. They also had a shiny new Super Mario Brothers manga out on the shelves.

I remember the M.C. Hammer doll, but I didn't have one. I had Jordan from the New Kids instead. My sister also had Michael Jackson. We used to incorporate them into our play with our Barbies all the time. Both my brother and sister got the 12" G.I. Joes when they came out, and they used to borrow Barbies for those times when they needed hostages, civilians to rescue, or they just felt ol' Joe needed some action if you know what I mean. Yeah, my siblings were a bit cheeky that way.

We had one of those play tents. If you got bored with the tent, you could break down the frame, and the pieces made really good swords, even better than pieces of Hot Wheels track.

^ | v • Reply • Share ›



LBD "Nytetrayn" → Deb Wilson • a year ago

Is it the Super Mario Adventures one? I don't know of any other Mario manga (to use the term loosely here) to be released Stateside, and it just came out (and incomplete, at that).

The manga and those old Nintendo Power comics are cool, to be sure, but nothing like having a monthly serial ongoing for your favorites. I mean, I love Ariga's Mega Man manga, but having Archie's Mega Man come out month by month was still a unique thrill.

^ | v • Reply • Share ›



Deb Wilson → LBD "Nytetrayn" • a year ago

Yes, the Super Mario Adventures one.

1 ^ | v • Reply • Share ›



SHAEGGY → Deb Wilson • a year ago

I'll admit that my sister's dollhouse doubled as a cat house for my G.I. Joes on
she leave with Barbie and the Beekers. Jemm and She Be standing in as

store leave with Barbie and the Rocketz, Jenni and Sheri standing in as "working girls." 😊

^ | v • Reply • Share ›



Max Tailchaser • a year ago

Growing up as an only child I was rather spoiled by my mother, my father however usually only got me one or two gifts but were always the best. (look up my Wile E Coyote comment or if I am asked nice, I'll tell you about it) But I digress. My mother was not the type to get these catalogs in the mail. Most stores such as Zayre, Ann & Hope, Bradlees, Child World, Lechmere, Highland Superstores and Toys R Us were no more than a twenty minute ride away. Plus my mother had a good friend who worked at Hasbro so I always had the latest Transformers and GI Joe toys and figures....even the rare stuff that was so impossible for Santa to find. Matt, I have to say I love seeing these articles about a joy I have never had a chance to experience.

1 ^ | v • Reply • Share ›



mimitchi333 ➔ Max Tailchaser • a year ago

CHILD WORLD! I didn't grow up there, but I've seen commercials and videos of what it was like. I saw this one about employees giving a tour of the store and they also sold pets. Why can't Toys R Us do that?

^ | v • Reply • Share ›

[Load more comments](#)

[Subscribe](#) [Add Disqus to your site](#)[Add Disqus](#)[Add](#) [Privacy](#)

[HOME](#)

[ABOUT](#)

[ARCHIVES](#)

[CONTACT](#)

[PRIVACY POLICY](#)

© 2018 Dinosaur Dracula! All rights reserved. | [Privacy Policy](#) | [Terms of Service](#)